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The Human Factor In Automobile Accidents

Commencing from about the time this appears in print the graph recording deaths and injuries from automobile accidents will take an upward turn and for the next few months remain at a high altitude; if history repeats itself, and there is no reason to believe it will not.

For figures of the past few years show no tendency towards declination in the toll of deaths and injuries taken by gasoline propelled vehicles in Canada. Figures recently released show that in the first nine months of 1935 the automobile was responsible for the deaths of 778 persons in the Dominion which means, if the same rate was maintained for the remainder of the year, an average of three a day for the twelve months.

Undoubtedly the incidence for the summer months in the prairie provinces is greater than its mathematical ratio to the Dominion for the whole year, when it is borne in mind that a larger percentage of cars is in cold storage the greater part of the winter months in the west than in Eastern Canada.

Whether or not campaigns which have been conducted during the past winter over American road chains and by distribution of literature through the mails and campaigns for driving which are planned by governmental and other agencies both in the United States and Canada for the coming summer months will be effective in reducing this terrible toll will not be known until the fall or winter.

It is at least a consolation to know that the general public in Canada and the United States has become thoroughly aroused to the danger of the automobile. This is evidenced by the fact that the pamphlet "And Sudden Deaths—" has reached an estimated 35,000,000 readers, either directly or in re-printed form in the newspapers. The message conveyed by this publication would not have reached such a large number of people had there not been a demand for it.

But in speculating on the possible mitigating effect of such wide publicity on the future accident toll it must be borne in mind that results will only be measured by the extent to which individual driver takes the lessons to heart as his or her own individual responsibility. If he or she adopts the view that the warning is not meant for him but for "the other fellow," results will be negative, for many who might generally be regarded as safe drivers suffer lapses at times and even take chances occasionally.

Analysis of figures and available data on automobile accidents demonstrate beyond peradventure that the great majority of such accidents are attributable to human frailty and human follies rather than, for instance, defective equipment, despite the stress which is laid on the importance of cars being maintained in perfect mechanical condition by automotive supply firms sponsoring some of the "safety first" radio campaigns of the past winter.

This does not mean, of course, that defective equipment is not responsible for accidents but that analysis of data shows that the number of accidents attributable to such causes is insignificant in comparison with the enormous percentage due to the actions of the man or woman while at the wheel.

Attention to this phase of the problem of safer driving is drawn by Merrill Denison in the first of a series of articles appearing in the March issue of the Canadian Home Journal. He shows that out of 10,915 cars involved in auto accidents in Ontario the first nine months of 1935, not less than 10,296 were classified as in "apparent good condition," that is, steering mechanisms were all right, brakes were in good condition and lights and tires were not defective.

The writer further reports that out of 10,565 of these accidents studied by the Motor Vehicle Department of that province 10,296 were classified as "normal." Only 124 were suffering from extreme fatigue, which probably meant they were asleep, only 110 were intoxicated and only 35 had physical defects.

All of which shows that nine out of every ten accidents could not be attributed to defective equipment or abnormality in the drivers.

"What interpretation can be placed on these figures? Do they not point to the fact that bad driving is at the bottom of the trouble?" pertinently asks Mr. Denison, laying the foundation for a suggestion that women can be an important influence in instilling safety into drivers. This they could achieve, he suggests, individually, by using their influence "to alter the driving habits and manners of the older members of the family," and collectively, "they can demand that the proven safety techniques be adopted in their cities and provinces; that educational courses be made a part of both elementary and high school curricula and that a greater portion of the tax money derived from motor vehicles be devoted to safety development before being diverted to other purposes."

Quints Speak French

No One Talks English To The Famous Babies

No one speaks English in the presence of the Diction quintuplets. Dr. Allan Roy Dufosse said in London, Ont., before initiating a Red Cross Society campaign for funds. The children are to be bilingual, but the French language comes first.

For the time being, Dr. Dufosse said, every effort is being made to get the babies away to a good start on French. Later they will be taught English.



LOTTA CALLUS
Patented by Lotta Callus
A List of "Wanted Investors" and Full Information See Page 2
The RAMSAY CO. 273 BANK ST.

Qualified For King's Trophy

South Africa Well Ahead In Miniature Rifle Shoot

Younger Canadian marksmen failed to qualify for the king's trophy for miniature rifle shooting amongst boys of the Empire in 1935 but cadets and others from the Dominion won the largest number of silver and bronze medals for individual high scores.

The competition was won by South Africa with 82 points. Great Britain was second with 77, and New Zealand third with 76. Australia and India, like Canada, failed to qualify.

Improving On Nature

Dr. Lloyd R. Watson, Alfred University scientist, intends to develop further his breed of hairy bees. Granted a Guggenheim Foundation fellowship, Dr. Watson will try to develop fuzzy bees with longer tongues. The ones he has bred carry pollen better than present types, but their tongues can't reach as deeply into the hearts of honey bearing flowers.

Want Representation

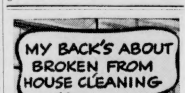
Western Producers Wish To Be Present At Imperial Conference

The Dominion government would be asked to invite organizations of primary producers to nominate representatives to accompany the government representation in an advisory capacity to the imperial conference in London in 1937, it was decided at the third meeting of the Western Agricultural Conference in Calgary.

The resolution also requested each branch of the agricultural industry entering the export field be represented at a proposed conference of British Empire primary producers to be held prior to the imperial conference.

Another adopted motion said that if the supreme court of Canada declared the Natural Products Marketing Act valid, the conference should ask the Dominion government to seek the co-operation of the provinces to ensure that its terms be immediately supported by uniform enabling legislation in each province.

With wings measuring 12 inches across, the Atlas silk moth is the kind of its kind.



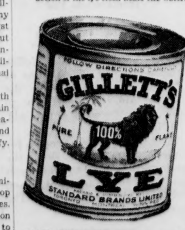
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Gillett's Pure Flake Lye actually washes off dirt without hard scrubbing. Just use a solution of 1 teaspoonful dissolved in a quart of cold water. It cuts through grease, takes out stubborn stains. Use Gillett's Lye for all heavy cleaning. To clear stopped up drains, pipes, too—and for toilet bowls. It kills germs, banishes odors—and doesn't hurt your skin or plumbing. Get a tin—today!

Never dissolve lye in hot water. The action of the lye itself heats the water.



FREE BOOKLET—The Gillett's Lye booklet tells how to use this powerful cleaner and detergent for dozens of cleaning tasks—also gives full directions for good housekeeping and how to keep farm buildings and equipment clean and sanitary at low cost. Get your free booklet from Western Brands Ltd., Fraser Ave. & Liberty St., Toronto, Ont.

Century-Old Drive Repeated

Characters From Dickens Live Again To Commemorate Him

Celebrating the 100th anniversary on March 30 of the publication of "The Pickwick Papers" by Charles Dickens, the Famous Commodore Coach—the actual coach which bore the Pickwickians to Rochester 100 years ago—set forth this morn in London from the Golden Cross with its suite of illustrious passengers.

The departure of the coach was part of the elaborate ceremonies arranged by the Dickens Fellowship and other devotees to celebrate the centenary of that immortal work.

Mr. Pickwick, returned and exuding geniality through his spectacles, was hoisted aloft, followed by Mr. Tupman, elderly but impressive-looking where female charms are concerned. Then there mounted the poetic Blodgers, with Winkle, the would-be sportsman. Last of all came the scaperope Alfred Jingle—with long black hair, green coat and brown paper parcel sticking out of his pocket just as it did a century back. Bertram Mills, who owns the Commodore, was the coachman.

Thousands of city workers, pouring from very modern tubes and motor buses, paused to admire the Commodore with its great yellow wheels, black body, four spanking horses, and its scarlet-coated guard playing a merry fanfare on a horn.

The Dickens Fellowship was holding its 40th convention simultaneously with the celebration. A total of 49 branches were represented, including Toronto, Edmonton, Victoria, Vancouver, Philadelphia, Copenhagen and Brisbane.

Alberta Dry Belts

Recommend Unproductive Areas Should Be Put Under Special Act

The section of the dry belts in Alberta where unproductive soil, or unfavorable weather conditions, have made farming operations hazardous, should be placed under the administration of the Special Municipal Areas Act, according to the recommendations of the special survey committee, headed by O. S. Longman, provincial field crops commissioner.

The committee, appointed by the former government last year, made an extensive study of the whole problem of farming in dry areas.

It recommends that areas administered under the act should adopt a direct relief system and that special agricultural relief should be discontinued.

Development of water resources, small irrigation projects and improved farm cultural practices also are recommended.

Northern Transportation

Big Tractor Hauls 31 Loads of Spruce Logs In Bush Country

Northern transportation circles experienced a thrill recently when all records for ice road hauling were smashed by a 75-horsepower caterpillar Diesel tractor. This record was set up at the Sipanok River camp, where the Van Lushner Club member's tractor was driven nine miles back into the bush, hitched on to 34 big loads of spruce logs, and successfully dragged the logs into the mill yards. Sipanok River camp is located 70 miles northeast of Nipawin.

The log train extended almost 200 yards from the tractor, and estimated weight was close to 1,400 tons.

E. J. Morris, formerly of the city engineer's department, Regina, was at the controls of the tractor. He was only 21. Regina Flying Club member and was known at Ralston Technical school.

Possibilities Of Television

Interesting Developments Sure To Follow In The Wake

Television may bring with it "sound-conditioning" apparatus capable of throwing a stream of silence about the home, shutting out other buildings. Mr. Andrew W. Cruse, chief of the electrical division of the U.S. Bureau of Foreign and Domestic Commerce, described this and other developments that may follow in the wake of television. He said, however, that the plan are far from the practical stage. Besides "sound-conditioned" buildings, he foresees the perfection of various kinds of apparatus for reviving an enemy's war maneuvers, for vastly speeding up commercial transmission of messages, and for aiding science.

The safest time to drive an automobile is between six and seven in the morning, on Wednesday, according to a survey of accidents in Pennsylvania.



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And fans who roll-their-own know it. Ogden's Fine Cut comes through in every round—for it is a BETTER tobacco and it DOES roll a cooler, better, more enjoyable cigarette—ably seconded by "Chanticleer" or "Vogue" papers. Now that times are better, roll cigarettes that are next best to "tailor-mades". Get a package of Ogden's Fine Cut today!

OGDEN'S FINE CUT

P.S.—Your Pipe knows Ogden's Cut Pipe.

Idea Was Original

Man Used Ice Disks Successfully In Gas Meter

Gas inspectors of London accustomed to finding tin disks, medals, buttons and foreign coins in gas meters, give the palm for originality to a business man who has been using disks made of ice. Large amounts of gas had been used by this consumer, but whenever the collector failed to empty the meter few coins were found. It was noticed too that the meter was exceptionally damp. Investigation convinced the authorities that the consumer had been dropping ice disks in the slot instead of coins.

SELECTED RECIPES

DATE BRAIN GEMS

3 tablespoons butter
½ cup brown sugar
½ cup milk
½ cup water
1 cup Quaker Natural Bran
1 cup Quaker flour
1 teaspoon salt
4 teaspoons baking powder
1 cup dates (stems and chopped)

Method: Cream butter and sugar, add well-beaten egg, milk and water. Sift in flour, salt and baking powder. Beat well, stir in dates, and pour in greased pans. Bake in moderate oven. Temperature: 375 degrees F.

Very Heavy Coinage

Carl Sakrisson of Chumley Rock, Wis., collector of old documents and coins, has a coin, worth \$2 when it was minted in Sweden in 1719, that weighs 5½ pounds. The large money was coined when Sweden was at war with Russia and Denmark, to prevent money from being sent out of the country.

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Catherine the Great, on finding an early spring violet growing in a park, placed a bounty over it so that it would not be plucked. She forgot to recede her order, and sentries guarded the spot for 150 years.

Relief Loans

Federal Government Advances More Than \$111,000,000 To Provinces

Outstanding loans from the federal treasury to the provinces under relief legislation amount to more than \$111,000,000, according to a return table in the House of Commons, as follows: Manitoba, \$15,028,086; Saskatchewan, \$46,834,886; Alberta, \$22,778,000; and British Columbia, \$26,947,080.

Outstanding loans to the provinces still outstanding, arising from the Dominion housing loans of 1919 were reported as follows: Prince Edward Island, \$51,500; Nova Scotia, \$682,000; New Brunswick, \$648,700; Quebec, \$2,609,807; Manitoba, \$1,095,000; and British Columbia, \$1,701,500.

In Both Languages

Radio News Service Is Furnished In French And English

"Radio News Service", carrying news of programs artists and schedules has been furnished newspapers, magazines and broadcasting stations in both French and English, according to a reply in the House of Commons to a question asked by Joseph Mallette (Lab., Jacques-Cartier), Marine Minister Howe said the service had been given since July 1 last at a cost for the first six months, of \$960.

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